

# Villagers Jam Planners Meeting to Protest Cement Plant

## Scores at Riverside Hearing

Enactment of Zoning Ordinance to Protect Village Is Demanded

Chamber of commerce officials, city officials and just plain citizens of Palm Springs and the surrounding desert area crowded the county planning commission rooms at Riverside at 9 a.m. today as second hearing on a proposed zoning ordinance to protect desert and mountain areas from damaging industrial invasions began.

The large throngs which were present at the hearing started were there in an effort to protect the \$70,000,000 investment they had in Palm Springs as a health and recreation center, from the effects of a proposed cement plant on Highway 111 near the Southern Pacific depot.

BECAUSE THE MILL would, so they claimed, threaten the very existence of the Village, practically the entire local and surrounding desert area were represented at the hearing.

The zoning ordinance asked by the Village was given first hearing June 29. At that time little excitement was caused because the proposed cement mill was not the distinct threat that it is now.

The "mountain and desert" zone asked by the Village embraces roughly 96 square miles of unincorporated territory around Palm Springs.

IT STARTS at a point near the junction of Highways 99 and 111, follows the Southern Pacific to a point about two miles east of Palm Springs, then runs southerly to a point north of Cathedral City, thence westerly to take in Palm Canyon and the mountain canyons south and west of the city, thence along the mountains, covering Snow Creek canyon and back to the point of origin.

Charles Mathews heads a delegation from the chamber of commerce at today's hearing. Mayor Charles Farrell led an official city delegation to Riverside.

Many individual residents of Palm Springs who saw a distinct threat to their homes were present.

EARLE O'DAY, chamber of commerce secretary, and his staff put in the day yesterday enlisting support for the Village delegation to Riverside. Besides those present in town, every director of the chamber who is out of town was notified of the situation by wire and their telegraphic protests began to flood the commission hearing this morning.

The chamber staff also contacted CEMENT MILL, Page Five

*This Side Of The Sun*

By Phat

Here comes this guy from Thousand Palms. He spins his tales bereft of qualms. He beats that travelled Gulliver. Although his name is Oliver

Pardon me, I felt like hating myself for a while. . . . Was asked the other day if I didn't hate myself after writing some of those things above this column. . . . I do. . . . After the above, I stood in the corner of the nice new newsroom for 20 minutes said face to the wall. . . . it was cooler that way.

ANYWAY, Harry Oliver, the Schlitz of Thousand Palms (he made it famous in case that's too deep for you) was in today. . . . Had a flock of new ones. . . . He's getting so many ideas now that he bunches them in twos and threes instead of just dealing them out one at a time. . . . First off he had a complaint. . . . Seems that the pack rat he supports over at Thousand Palms by leaving cracker crumbs out, is a dumb animal. . . . "He is bringing me as much kindling wood in these hot summer days as he does in winter," Village Oliver. . . . He's got a new plan to keep ants out of the bread box. . . . he has put stiffs under each of the four corners of the box and around this he has a wire screen. Inside the screen he has placed four hungry horned toads. . . . each one watches a post and so far no ant has gotten more than a quarter inch up any of the pegs. . . . Now he's got another idea. . . . he's going into the hills back of his place to capture two of the beavers he knows are thereabouts. . . . will use them to dig when I go prospecting," he said. . . . Well, Harry's not the only one with ideas. . . . Here's one right back at him. . . . He could take a little of his famous adobe with him and the beavers could plaster the walls of his mines as they dug them. . . . They've got the tails for it.

SO MUCH for tall tales. . . . Here's a truthful one. . . . A See PHAT, Page Five

SOMEWHAT SUMMERISH		
	Max.	Min.
Friday, July 9	109	73
Saturday, July 10	110	76
Sunday, July 11	106	75
Monday, July 12	108	72

Vol. XXI—No. 100



THE GENTLEMEN SAID "No." . . . The "Stop Truman" drive at the Democratic national convention under way today at Philadelphia flopped when Supreme Court Justice William O. Douglas, top, and General Dwight D. Eisenhower, lower photo, gave a decided "No" to efforts to draft them to oppose the President. So Truman seems to be a shoo in unless his foes can unearth another candidate but quick. Riverside has one official delegate at the convention, Mrs. Mary S. Aubrey of the county seat. She left last week for the battle ground.

## Just About All Moved

The Sun Doing Business—as Usual—in Its New, Modern Building in The Center

To do business in person with The Desert Sun and its staff, go to the new building in The Center. After a busy week end of moving desks, files, cabinets, safes, and all that goes into a busy office, The Sun was getting settled today in its new offices at the east end of The Center.

## City Finances

Council To Fix Tax Rate At Tomorrow's Session

Financial matters will predominate tomorrow afternoon when city council meets at the El Paseo in adjourned session. It will be the first meeting under the recently enacted ordinance which sets 3:30 p.m. as official time for council sessions during the summer months.

Study of the proposed table of expenditures for the city during the 1948-49 fiscal year, second reading and adoption of the ordinance fixing the amount of money needed to operate the city during the year and first reading of the ordinance setting the tax rate for the year are on the program.

Council last week set \$170,500 as the amount needed to operate the city for the year. Based on the assessments for the current year, the tax rate will undoubtedly be set at the same figure as last year, \$1.00 per \$100 of assessed valuation.

Council will also hear reports of today's meeting at Riverside before the county planning commission on a zoning ordinance designed to protect desert and mountain areas from unwanted industrial encroachment.

It may be rather chaotic for a day or two but the service will be there and the staff, between arranging the office for the greatest convenience to the public, will meet your needs with the customary aplomb.

The news and advertising offices were moved last week-end, starting Friday. The business, classified advertising and commercial printing departments moved in yesterday.

Telephone numbers are the same as heretofore. For display advertising and printing dial 2240, for classified advertising, and the book-keeping department, dial 2249. For the news side, dial 3741.

In its new offices The Sun will be able to offer even more service to Villagers. New machinery is arriving steadily, much of it is already here. It will be set up in the next few weeks and by Fall, Palm Springs will have one of the best equipped newspaper shops in the county with the latest in equipment at the disposal of the staff to put out the best newspaper possible.

So, if in person, come to The Center—you can't miss The Sun office—or if by telephone, dial the same numbers you have been accustomed to dialing.

The Sun is at your service—summer as well as during the season.

ESTABLISHED 1927

# The Desert Sun

Of Palm Springs, California

Tuesday, July 13, 1948

TEMPORARY OFFICES

174 N. Palm Canyon Dr. (In The Center)

Business Office and Classified Ads. . . . 2249  
News Department. . . . 3741  
Display Advertising. . . . 2240

Single Copy 10¢

## Interest in Village Is High City Will Get Extended Mail Service

### Application To Follow P. O. Survey

Postmaster Gorham And Assistant Check New Routes in City

Postmaster R. M. Gorham and Merritt Williams, assistant, have been conducting a survey of the Village during the past week which will result in greatly extended service by carrier in the coming season, the postmaster believes.

Streets, location of houses, street numbers and house numbers were included in the survey. When districts meet requirements of postal regulations, requests for extension of carrier service will be made.

THE SURVEY has been conducted for the past few weeks and with the proposed erection of new uniform street signs, many outlying districts not now served by carrier, will be added to the service.

In regard to the housing project on Sunny Dunes road and in the southeast sector of the city, Postmaster Gorham said carrier extension had been authorized some time ago and start has been awaiting only the installation of proper street signs.

MOST OF THE AREA surveyed by Gorham and Williams in the past few weeks has been in the northern sector of the city. Surveys have also been made on Indio highway to Sunrise Way. Gorham said the postal regulations are strict and cover street paving, frequency of houses, street signs, house numbers and location of mail boxes.

In the outlying territory where delivery is made by motor vehicle, mail boxes have to be conveniently placed for the carrier before mail can be left.

RESULTS of the survey with appropriate maps of the area sought in the extended delivery zone will be sent to the post office department in Washington as soon as completed.

"We hope to get authorization to extend this service by October 1," said the postmaster. "There's a vast amount of detail connected with the application and a lot of red tape."

"The post office department is strict as to conditions which must be met for carrier service. But I believe that by October 1 we will be taking in lots of additional territory in our delivery service."

At the city engineering department, steps to erect uniform street signs were being rushed.

LACK OF MATERIAL was the only item which may threaten completion of street signing throughout the Village by October. The post office department insists on adequate street signs for mail delivery and for this reason the local project is being pushed through as rapidly as possible.

At its June 30 meeting, city council let the contract for 931 street signs to a Los Angeles firm. It was hoped at that time to have the installations complete in 90 days.

## He Wuz Robbed!

Constable Duffy Contributes \$5.00 to Police Pistol Fund Unwittingly

Constable Fred Duffy of Palm Springs township contributed \$5 to the Palm Springs City Police Pistol fund but until he reads this he won't know that he has been rooked.

It all started the other day when Police Sergeant Orest Johnson was reloading shells for target practice at the police range while Officer Dale Thompson looked on. Duffy wandered in and the talk got around to marksmanship.

THOMPSON ASKED Duffy why he hadn't been at target practice lately and when the constable remarked that he had been too busy, Thompson said that he, Duffy, would soon be out of practice if he stayed away.

The talk thus swung into the respective merits of the two at the targets. Thompson offered to put up a sum for the police pistol fund if Duffy would match

### Flood Tax Rate Moves Up 3 Cents

Budget for Zone Six Adopted by Board; New Levy Is 21 Cents

Residents of Zone 6, county flood control district, will pay 3 cents more per \$100 assessed valuation during the current fiscal year than they did last year for flood protection as result of action taken by the district's budget committee Saturday.

Budget for Zone 6 which includes Palm Springs and surrounding territory was fixed at \$37,166 by board of supervisors. Last year the budget was \$27,600.

Tax rate for the district this year will be 19 cents compared to 16 cents last year. Administrative costs remain the same and will again be assessed at two cents per \$100 valuation. Total tax for Zone 6 for 1948-49 will be 21 cents. Last year it was 18 cents.

The budget, as adopted by the board of supervisors of the county flood control and conservation district, was \$178,967. Last year the budget for the county was \$177,206.

Members of district six commission are Culver Nichols, W. R. Hurlery and Herbert Spencer. Preliminary local budget was presented at a public hearing at the Fiesta House at the Desert Inn a few weeks ago.

## Telephones

New City Hall Numbers Listed by City Manager

New telephone numbers for the city hall center on McCallum way were announced yesterday by City Manager William E. Alworth.

All telephones have now been installed and service is "back to normal."

The city hall number is the same as when the office was on North Palm Canyon drive.

The numbers to dial to reach the various departments:

City Clerk . . . . . 2202  
City Engineer . . . . . 2954  
Building Department . . . . . 6277  
Planning Commission . . . . . 2904

## On Vacation

Chief Kettmann Family Off Seeing Country

Chief of Police A. G. Kettmann and family are out of town—it's vacation time.

The chief did not designate his destination—

"I'll write you when I get there," he told police.

During his absence Stan Ehler will be acting chief of police.

Al and Fran Ligier of Palm Springs have returned from a vacation spent at Cal-Beva on Lake Tahoe. That's the spot where the state line runs across the dance floor and dancers flit from one state to the other.

## Baseball

Local Teams To Engage In Eleven Games

There's a lot of baseball on the schedule this week with eight home games and three which will take local clubs on to the road.

The schedule, as announced by Recreation Director Bob Bennett, follows:

Tonight: St. Boniface of Banning vs. Chuckwallas of Boys League, first game; Banning VFW vs. Palm Springs Desert League; Desert Stars of Girls League vs. Indio Bumble Bees at Coachella.

Tomorrow night: Pete's Pioneers vs. Roadrunners, Boys League, first game; White Sox vs. Palm Springs Electric, Desert League, second game.

Thursday night: Globe Trotters vs. Mexican Chicks, Girls League, first game; White Sox vs. Mexican Colony, Desert League, second game; Palm Springs at Banning, County League; Junior Chamber of Commerce at Desert Hot Springs, County League.

Friday night: Pete's Pioneers vs. Chuckwallas, Boys League, first game; Palm Springs Electric vs. American Legion, second game.

## Five Now Held For Robbery In Edom Area

Arraigned in Indio on nine counts of armed robbery, five men, four from Palm Springs, are awaiting trial in superior court.

All were bound over for trial and bail set at \$2,500 each.

Four of the men were arrested here by local police shortly after the alarm was spread by the sheriff's substation at Indio and the fifth was captured at Edom shortly afterwards.

The quintet is accused of holding up a group of Mexican railroad workers at Edom.

SHORTLY AFTER the sheriff's station was notified of the robbery local police set up a road block on Ramon road and later traced the red Buick owned by the men to a house at 466 East Arenas. A gun, belonging to one of the quartet arrested there, was found under a mattress and some money and checks on another of the men.

Those arrested were Johnnie Lewis, 33; John M. Ross, 28; Oscar Harrison, 22; Andrew Smith, 19, at the Arenas road address, and Lee Hopkins of Edom. All are negroes.

Amounts taken from the Mexican laborers ranged from \$13 to \$170, sheriff's deputies said.

LOCAL OFFICERS who set up the blockade on Ramon road were Harry Houghton and Warren Hickenbary. When this proved too late to stop the fugitives who had had plenty of time to escape before the sheriff's office was notified of the robbery, See FIVE HELD, Page Four

## Requests for Information Increasing

Trend Toward Health Conditions Here Says C. of C. Secretary

It may be the Good Old Summertime but interest in Palm Springs is high throughout the nation with an eye toward next winter, according to Earle O'Day, chamber of commerce secretary.

O'Day said that the staff at the C. of C. office is hardly able to keep up with the flood of correspondence from all parts of the nation seeking information on Palm Springs.

RIGHT NOW, he said, most of the letters are asking general information with a few scattered requests for reservations. The publicity the Village has had in the east and middle west, in travel articles in magazines and feature sections of newspapers, also in straight news stories, is paying off, said O'Day.

Incidentally, he had a lot to do with that publicity but was laying no claims to credit as he pointed at a stack of mail.

"That's going to keep the girls busy for a while. And when they get through with that, there'll be a larger stack. Interest is high in the Village," he said.

SIGNIFICANT TREND in the mail this summer, he pointed out, was the increasing number of letters seeking information on the Village climate as to its salutary effect on arthritis and asthma sufferers.

"We're getting a lot of requests along these lines asking about our weather and its beneficial effects on these non-communicable diseases," he said.

"That's taking us back to the old days when people emphasized health as a reason for coming to the Village," he said.

## Toreador

Policeman Herrera Has Run-in With Bad Cow

Policeman Johnny Herrera is now a torador.

Came two or three calls from the vicinity of Araby Point to police Sunday. It concerned a billigerant animal on the highway, a hazard to traffic.

Herrera responded to the call and found a cow "taking a walk" down the highway. And the cow wanted to be left alone.

"It was in a difficult mood," reported Herrera.

Checking up, he found the ambling animal belonged to Manuel Marjeljo of East Arenas road.

The owner was notified of the whereabouts of his missing bovine and—with assistance—got her back in the corral.

"Gee, she was in a mean mood," commented Herrera.

**The PUBLISHER'S**  
by OLIVER B. JAYNES Corner

The proposed construction of a cement mill near the Southern Pacific station, about eight miles northwest of Palm Springs, poses as the greatest menace with which this fast-growing area has been confronted in its entire history. There is but one basic reason why Palm Springs exists at all; it is pure, fresh air and warm sunshine. Without this natural, God-given asset, we would have nothing at all. Because of it, people from all parts of the country have invested sixty million dollars here in homes, hotels and business buildings.

One needs but drive over to Colton to see what the fate of Palm Springs would be with a cement mill pouring clouds of dust and smoke into the prevailing winds that sweep eastward from San Geronio pass. The very thing from which the greater part of our population has sought refuge!

Our fate lies in the hands of the Riverside County Board of Supervisors. It is within their power to invoke a county zoning ordinance that could prevent the operation of this proposed cement mill. But the matter will be passed upon first by the county Planning Commission. A hearing will be conducted on the subject at 9 o'clock this morning and attended by Mayor Charles Farrell and other officials of the city government—as well as a number of interested citizens.

This matter is coming up at a very bad time for Palm Springs—when a great many of our people are away for the summer. Our city officials will do all they can, but, if they are unsuccessful in convincing the Planning Commission that this cement mill would be disastrous to Palm Springs, our community will have to rise up in its opposition to the project. We will have to unite in the most determined effort that this community has ever made, for we will be fighting for our future existence as one of the outstanding desert resorts in the country.

Every resident, every homeowner, every businessman in Palm Springs should await with the greatest interest the results of this hearing in Riverside today. If it is unfavorable, they should determine for themselves whether or not they consider the proposed cement mill would be a menace to their health and property—and act accordingly.

Duffy fired away but couldn't see FRED DUFFY, Page Five



If retired miners need \$100 a month to live then the other retired workers should receive the same annuity. I will introduce a bill in the house calling for \$100 social security benefits a month at the age of 62.—Rep. J. D. Dingell, Michigan Democrat.

A scientific "color eye" said to be accurate within one-half of 1 per cent will fill a long-felt need in paint and textile industries where accurate color matching has been dependent on skillful use of the human eye.

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Many Other Selections

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## High School Staff Scattered Far and Wide on Vacation

A check on summer addresses of faculty members at the Palm Springs high school shows that they are scattered throughout the country for vacations and summer work programs. Dr. E. E. Oertel, principal of the local high school reported today that the following instructors are having more or less unusual routines for the vacation months.

Clare Ballagh, coach, is spending the summer in Detroit, Michigan. Denise Biverson is attending Claremont college summer school. Mrs. Roxie Bohrer, librarian, is motoring through the eastern states. Christian Collins, woodshop teacher, is spending his summer on his ranch in Cherry Valley.

**VICE PRINCIPAL** Henry E. Greeley is doing more graduate work this summer at Claremont college. Although the Hammond family is spending a good part of the summer in Palm Springs, Alexander Hammond is hard at work on a date ranch in Mecca. Mrs. Moya Henderson, P. E. teacher, is spending her summer in Palm Springs and Idyllwild. Andrew Lester, art teacher, is attending summer school at Claremont. Mrs. Kathryn Martin has been assisting in the school office during the month of June. She left this week for San Francisco where she will be an exchange teacher at the high school of commerce. The teacher whose place she is taking will be an exchange teacher in Palm Springs high school starting in September.

Gustave Patzner, music instructor, is conducting summer classes in music in Palm Springs during the summer months. Hortense Redd, study hall teacher, is spending the summer at her home in Salt Lake City, Utah. The commercial teacher Ralph Remy is doing summer work at USC. John Schwendiman, English teacher, is attending summer classes at Boulder, Colorado. Dr. Kate Simpson is spending most of the summer at her home in Morongo Valley. Paul Summers is once again using his summer vacation to assist the Los Angeles Times in publishing their newspaper. He has worked in the composing department during several vacation periods. M. Scott Thompson is improving his ranch during the summer recess in Cathedral City. John Weeks, history teacher, is attending USC summer school.

**TWO NEW TEACHERS** to report for duty September 15 are John A. Davis, social studies teacher, and R. B. Larsen, English teacher. Mr. Davis is at his home in Burlingame, California and Mr. Larsen is spending the summer in the state of Washington.

Mrs. Phyllis Kiley is resigning as school secretary to be married the latter part of August. She will be at the school office until the end of July. A new secretary is to be appointed to start work September 1.

Dr. Oertel expects to leave next Tuesday for a vacation. He will return to Palm Springs on September 1.

The model railway display, a new feature at this year's California State Fair, September 2 through 12, is to become a permanent exhibit.

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Equipment including  
hoist, pressure guns,  
1 shotgun.

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## Rapid Progress Being Made on Highway Building in Southland

Some 400 miles of divided highway modernization and planning is now under way in southern California, much of it to affect Palm Springs and the desert area.

An estimated \$28,000,000 was spent in this area during the past fiscal year (July 1, 1947 to June 30, 1948) for construction and rights-of-way developments.

Most southland freeway projects are progressing ahead of schedule despite unexpected obstacles.

**THESE WERE** highlights in California's outstanding first year in freeway development under the revenue provisions of the Collier-Burns highway act adopted 12 months ago, the Automobile Club of Southern California reported.

The breakdown in the past year's freeway spending included \$19,000,000 in the Los Angeles area, \$2,500,000 in the San Diego area, \$2,150,000 in the San Bernardino area, \$2,000,000 in the San Luis Obispo area, and \$1,700,000 in the Santa Barbara area, the Club stated.

**MOST PROGRESS** in the Metropolitan Los Angeles section, where some 165 miles of freeway construction and planning is now under way, was made on the 11-mile stretch of the Hollywood Parkway. Here an estimated \$2,400,000 was expended in developing 15 projects now under construction or completed. This route, section of U. S. Highway 101, may be finished through the congested area of Los Angeles by 1952—two years sooner than originally planned.

The club pointed out that preliminary planning, right-of-way procurement and some construction work had also been started last year of the following Los Angeles county expressways: Sepulveda, Riverside, Ramona, Santa Ana, River, Terminal Island, Harbor, Inglewood, East Bay-Pass, Santa Monica and Olympic.

**APPROXIMATELY** \$3,000,000 was spent in limited freeway development on the Ridge Route last year, the Club said. In San Diego, five freeway projects, involving some 57 miles, are now under way along U. S. Highway 395 and four other projects will start soon. San Bernardino county currently has four freeway projects under construction, including City Creek expressway into the mountain area, and eight others in the preliminary planning stage. Other divided freeway developments now under way in the southern California network include two state highway projects near San Luis Obispo and two in the Santa Barbara area.

**PROGRESS** on converting Highway 60 into a divided highway, cutting down time from Palm Springs to Los Angeles is rapid. Other developments in the planning stage include new freeways across the desert and into Colton to connect with the present recently improved divided highway into Los Angeles. Work on the section between Colton and Redlands is now under way. Highway 99 from Banning to Indio is slated for improvements and the connecting link from Palm Springs is nearing completion.

The club said many of the first-year freeway obstacles involving rights-of-way, inadequate funds, evictions, inflated prices and lack of engineering personnel were expected to be lessened in the near future. Some \$85,000,000 will be expended on the California freeway program during the coming fiscal year, it was pointed out.

## Convenient Logs Keep in Touch While Traveling

If you have traveling plans for the summer which include trips by automobile, your car radio needn't be out of use for long at a time.

Convenient radio logs, with western stations classified by towns, are put out as part of the map service of several oil companies, points out KCMJ manager Dick Joy.

He also calls attention to KCMJ's listing for Palm Springs. In one map section, that put out by Union Oil Co., KCMJ and Palm Springs appear right at the top of the column.

Chianti wine, grown in the area around Florence, Italy, is usually bottled in straw-covered, round flasks—a type of packaging now almost a trade-mark for red wine of this type.

## Complete Coverage Of Convention to Be Given by KCMJ

Complete coverage of the Democratic convention by radio, which started last night with the keynote address, will continue all this week on Palm Springs' own KCMJ.

Throughout the nominating and balloting both for presidential and vice-presidential posts, CBS 90 reporters and technicians will be on the job at Philadelphia's convention hall and at the headquarters of all the important political delegations.

Charles Collingwood, who comments on the news each afternoon at 5:30 will cover the California delegation.

Times of broadcasts have not all been set, since they depend on the progress of the convention, but broadcasts are definitely scheduled for tonight 6:30-8:00 p.m., Wednesday 4:30-5:00 and 6:30-8:00.

Other CBS reporters to be heard on KCMJ from Philadelphia include Lowell Thomas, Edward R. Murray, Ned Calmer, Bill Henry, Eric Sevareid, Larry LeSueur, John Daly, Bill Downs, Richard Hottelet, and many others.

The speed of moving vehicles may now be accurately determined by a new device used in cars parked off main roads and highways.

Not only cotton fiber, but also cotton oil is a valuable product. Cottonseed oil makes up 51 per cent of all oils and fats used in margarine.

The Naval Air Station, Alameda, California, has been given the Secretary of the Navy's Award in Achievement in Safety.

A migratory bird refuge has been established in Sacramento valley, California.

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## PLUMBING

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## Midnight, July 31 Deadline for Vets' Insurance

Veterans of World War II who have allowed their National Service Life Insurance to lapse may reinstate without a physical examination prior to midnight, July 31. James E. Carlsen, county service officer, has announced.

At present a signed statement by the veteran saying his health is as good as when the policy was lapsed is generally all that is required to reinstate.

A veteran may reinstate term insurance or convert to ordinary life, 30 payment life, 20 payment life, 20 year endowment at age 65. Or he may convert to more than one plan if the total amount does not exceed \$10,000.

Full information on National Service Life Insurance and assistance in filling out the necessary forms properly are available at the county service office located at Seventh and Lemon streets.

CLASSIFIED ADS—PHONE 2249

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1939 Buick 4 Door Sedan.  
1941 Buick 4 Door Sedan, Special.  
1941 2 Door Sedanette Buick Special.  
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All Cars Fully Guaranteed

— Firestone Tires —

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Phone 4001

## How Long--

## Did You Know Your Wife?



Did you just happen to see her on the street, walk up to her, ask her to marry you, hold out your arms for her to swoon in, call the minister and consummate the deal right there on the spot? Perhaps not. It probably took a lot of calls, many evenings on the family davenport, candy, theatre tickets, flowers, doing the nice things over a period of time, before you closed that deal.

Still, away from the romantically lit living room, you expect to meet a prospect, through the mail or in the columns of a publication, ask for an order and change an uninterested prospect into an interested customer, right on the spot. And if it doesn't happen like that you blame the advertising or the salesman.

You're the one to blame, for not knowing better.

You've got to woo prospects just like you wooed your wife. You've got to call on them often (either through the printed word\* or flesh and blood salesmen) and do the nice thing over a period of time.

"It's odd that so many married men in business don't act as though they knew the first principles of courting customers."

\*Here's where we come in—the printed word—in Classified or Display Advertising will do a lot to help.

## The Desert Sun

PHONE 2249

NOW IN "THE CENTER"

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IN THE HOTEL INDIO

- Appetizing Luncheons served 11 A. M. to 3 P. M. 90c to \$1.35
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Listen in cool comfort to MORTY JACOBS, formerly of The Dunes, playing many of his own popular compositions.

Drive Down This Evening and See for Yourself Why So Many People Prefer . . .

## The Desert Rendezvous

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## NOW OPEN—

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SERVING YOUR FAVORITE BEERS  
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In a Congenial Atmosphere—Where You Can Enjoy Yourself

Dancing and Entertainment Every Saturday Night  
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## Southland Housing Activity Is Setting All-Time Records

Contractors' President Says  
125,000 Or More Homes  
To Be Built This Year

Completion of 125,000 new homes or more in Southern California in 1948 and a new-all-time record of home construction—That's the housing outlook for the Southland, according to a statement by Vern R. Huck, president of the Building Contractors Association of California.

Such construction results are seen as almost certain because of the great momentum of home building that has been created. It was disclosed that, according to authoritative sources of home-building information, California builders are meeting the housing need of the state much more rapidly than the shortage is being overcome in other parts of the nation.

It was pointed out that not only does this region face the need to overcome the greatest housing shortage in the country but must depend on out-of-state sources for 75 per cent of materials used in home construction.

"Yet we continue," Huck said, "to pull away from the other states in the rate at which we are filling the housing need."

## Real Estate

Market Is Good But  
Careful Study Needed

Today's real estate market is good, but there are serious problems within it that must be carefully evaluated by investment managers.

This is a conclusion of Robert H. Pease, writing in the July issue of Harvard Business Review.

For the past 15 years, Pease points out, the trend in real estate prices has been constantly upward.

There are "valid reasons," he says, for expecting no immediate decline in real estate.

Construction costs, he feels, may increase somewhat because of recent building trades wage increases. This should support the market for used homes.

Construction costs, he feels, may increase somewhat because of recent building trades wage increases. This should support the market for used homes.

Retail store rents, he feels, will increase with any new wave of higher general prices.

Hope for the removal of rent control and for present good earnings should sustain the apartment market.

On the other hand, looking at the long-term trend, Pease feels the "relatively unliquid" position of real estate should discourage purely short-term commitments.

Prudent judgment, he says, would place any decline in realty values in the medium or long term, that is, sometime after the next year or two.

With less than 6 per cent of the world's land area, the United States contains 8 per cent of the forest area.

Sanford, Florida, is one of the great celery markets in America.

Excellent location. 3 bedrooms, 2 baths. Guest house with bath. Hardwood floors. Heat. Two large lots.

\$42,000

Palm Canyon Frontage. Over 100'x140' deep.

\$30,000

Two adjoining lots. Near big name home. Both for \$4100. A good deal!

## MUNHOLLAND & CO.

431 N. Palm Canyon Drive  
Phone 3673

CHET HOOBER  
CHARLOTTE BRIDGMAN  
Associate Brokers

## Power Co. to Stop Sale of Appliances

Change in Policy Will  
Be Effective July 15

For the past twenty-five years the California Power Company has found it necessary to sell to its customers a broad line of electric merchandise. Due to the activity of local appliance merchants, and general public acceptance of electrical merchandise, the company believes the public's needs can be adequately met by local appliance dealers, and it is no longer necessary for the company to supply these items.

Consequently, effective July 15, the California Electric Power company will discontinue sale of all general electrical appliance items, except ranges and water heaters.

The company will carry on an active dealer cooperative plan, which will include promotion of appliance sales, home demonstration service of electrical appliances, cooking schools, service, and sales training.

## FHA Program

Activity Grows, Survey  
Of Nation Reveals

A total of 131,346 new dwelling units financed and built under the various programs of the Federal Housing Administration was placed under construction during the first five months of this year, FHA Commissioner Franklin D. Richards announced. This is almost two-and-a-quarter times the 58,864 units started under FHA inspection during the first five months of 1947, Richards said.

Included in the five-month volume of starts for 1948 were 14,952 dwellings in one-to-four-family structures financed under the permanent provisions of the National Housing Act (Section 203, Title II). 75,794 units in one-to-four-family structures financed under the veterans' emergency provisions of the Act (Section 603, Title VI), and 40,600 units in rental housing projects financed under the emergency provisions (Section 608, Title VI).

This record volume of starts includes only those properties financed under Titles II and VI, for which first compliance inspections by the local FHA office are required. It does not include new homes financed with Title I Class 3 loans of \$3000 or less, in which cases the lending institutions ordinarily make the inspections.

## Dos Palmas News

Before you buy a desert home you should drive out to Palm Drive and Dillon Road, near Desert Hot Springs and across from B Bar H Ranch and see the new homes that have been passed by FHA on final inspection. They have a large living room, a large bedroom, a kitchen, a shower with toilet and wash basin. They are built of pumice-concrete and are on a large lot 52½x180 feet and each lot has gas, lights and water installed. The streets are paved and all of the utilities are paid for. From a 700' well we have an abundance of soft water. Each owner of a house or a lot gets a share in our mutual water company free. Our houses are \$4550.00 which can be had by paying a reasonable down payment and the balance on FHA terms, cheaper than rent. Large lots on reasonable terms.

Drive out Indian Avenue to Highway 99 and jog to the east and continue to Dillon Road 1½ miles, then turn east 2½ miles to the tract.

## STRONG & DICKINSON

Owners and Developers  
Earl F. Brizendine  
Exclusive selling agent  
Dos Palmas Tract  
P. O. Box 179  
Palm Springs

## Luminous Tiles

Luminous tiles, to provide guidance in the dark, are a new kind that should appeal to careful persons.

Glowing in the dark, they are set amid regular tiling in kitchen, bath or hall.

Daylight or artificial light keep the after-dark glow primed.

Sheets of the same material are available for larger spots.

New 2 bedroom home in nice location. \$13,500

SPECIAL  
Furnished 3 bedroom home can be bought during July for \$13,000.

A Bungalow Court Lot for \$2,600.

Several fine rentals with or without pools, from \$150.00 up to \$2000 per mo.

For Better Buys  
Always See

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Phone 2929

## The Desert Sun

# REAL ESTATE SECTION

All the News, Announcements, and Advertisements you'll want to follow in each issue of the paper, reporting the development of the great Desert Empire surrounding Palm Springs—showing new developments, improvements, sales and offers for sale—of the Improved Properties, Ranches, and Acreage in this, the Fastest Growing Desert Area in the Great Southwest.



NEWEST IN VILLAGE—The newest business establishment in the Village opened its doors Friday. It is Paul Tarr's Market at 1075 North Palm Canyon drive in the Seeburg building. Tarr is an experienced hand in the meat market business in Palm Springs having long served the public here. His new place is a model of service and efficiency—and excellent products. (Desert Sun photo.)

## Hiller Opens Office In Cabazon Area

Ray Hiller, local real estate broker, is opening a branch office at Cabazon, 12 miles from the city limits, about 16 from the heart of town, in the real estate office opened there by Mary S. Hiller, his wife.

The office is at 2575 Ramona, in Cabazon, and the telephone number is Banning 4214.

Hiller is going to specialize in small homes there for permanent Palm Springs residents who want a cool, close-in place for the summer months and for all season, too.

Cabazon is 2,000 feet in altitude, he points out, and is swept by cooling winds.

The Cabazon water supply, he said, was recently rated as being the largest potential supply in the county. The Cabazon company has been approved by the California Public Utilities commission and is no longer a private concern. There is an ample supply of good water, Hiller said, enough to accommodate a community of 30,000 persons.

Melvin Hanson is opening a new subdivision at Cabazon right off Broadway and the general development in the vicinity is rapid.

## Work Ordered on New Laterals

Water for 21,000 More Acres Will Be Made  
Available as Another Step in Project Begun

Notice to proceed on Units 2, 3 and 4, \$2,204,000 lateral systems in the vast Coachella Valley irrigation project has been issued to the R. V. Lloyd & Co., contractors, it was learned this week.

Lloyd was the successful bidder for the lateral installations in the area east of Thermal extending north of Indio in Units 2 and 3, and in the area surrounding Indio and south of Indio, in Unit 4.

This project will bring water to 21,000 acres under the All-American Canal project. It must be completed in 550 days.

The president has signed the Reclamation Bill which has allocated \$4,000,000 to the Valley project. This fund together with \$3,000,000 in holdover from last year gives the project \$7 million for works.

Bids on Unit 5 will be opened later this month. The laterals project will hook up with Unit 1's high pressure line across the Valley to the Oasis area. It will water 8800 acres in that section.

The Bureau of Reclamation

## Here's Your Opportunity

Acreage across from B Bar H Ranch and also Bubbling Wells and on Palm Drive near Desert Hot Springs. We have 520 acres that are located between Dos Palmas Tract at Palm Drive and Dillon Road and the new Million Dollar Two-Bunch Palms Development. This acreage has an abundance of water with it and is a part of the greatest development in the desert at the present time. Water is piped to the acreage and you can have either hot or cold water. Don't miss this opportunity. You can buy from 40 acres up on a paved highway. This is the best location in the desert for development.

## Paul Dervaes

Owner and Developer  
Office Dos Palmas Tract  
Residence Two-Bunch Palms

EARL F. BRIZENDINE  
Exclusive selling agent  
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Palm Drive and Dillon Road  
P. O. Box 179, Palm Springs

## Building Total Tops Three Million With New Homes Begun

July Construction Goes  
To \$66,000 in First  
Week, Mostly Dwellings

It didn't take long after the second half of the year got under way for Palm Springs building permits for 1948 to date to top the \$3,000,000 mark.

On June 30, the total for the half year was \$2,999,072, just \$928 shy of three million. Shortly after July 1 several permits for construction of new homes were issued and the total went up to \$3,065,972 by the end of the first week in the month.

Last year at a comparable date, the total for the half year was \$2,230,000—and 1947 wound up with a six million plus total.

Permits issued in the first week of July were practically all for home construction. Permits issued included: Mr. and Mrs. George Gillman, 574 Mariscal road, \$19,000; C. R. Besser, Smoke Tree, \$18,000; W. P. Garrison, Girasol avenue, \$15,300; W. T. Whitfield, Calle Palo Fierro, \$2,000; and other smaller permits for alterations and additions.

P. M. Swart of the building department is confident July will hit another high mark as some large permits are scheduled to be taken out this month.

## Street Lights

Desert Hot Springs  
To Install 39 Lamps

Three streets in Desert Hot Springs will have street lights this winter following action taken by the county supervisors Tuesday.

Taxes against property in the lighting district will raise \$2000 this year, more than enough to operate the 39 lights to be installed on Palm Drive, Pierson boulevard and Cactus avenue. Unused funds will carry over for use next year.

First installations will be in November, the board was told by a power company spokesman.

According to Chinese tradition, use of cloth was evolved from the practice of women carrying their children in fiber nets.

# NEW FURNISHED HOME

... in the modern trend ...

Recently completed and furnished, this beautiful desert home is an excellent buy. There are 2 bedrooms, 1 bath; large living room carpeted wall to wall and a pink flagstone fireplace; large glass view window; completely air conditioned. There's also an all-metal kitchen and laundry room. Shown only by appointment.

\$19,500—Terms

## Ransom & Hinkle Realtors

Walter McManus

William Boggess

Arthur Greenfield

THE PLAZA

PHONE 2793

## PETER B. SHEPTENKO



Palm Springs' Finest and Largest  
Real Estate Office

### LOTS

Large Residential Lot in Rancho Royale  
Outstanding Value  
\$2750

Beautiful view location. Leveled lot in Little Tuscany. Price \$4500 for quick sale.

In popular Tennis Club neighborhood—  
Fine Residential Location  
\$7500

### HOMES

NEW, MODERN, two bedroom home, tastefully decorated in excellent desert colors. Close-in location in fine residential tract. Price \$12,000.

IN PALOS VERDES TRACT—Three bedroom home. Large artistic living room with fireplace and beamed ceiling. Stucco construction with tile roof. Good size lot, landscaped. Patio, sundeck and garage. Price furnished, \$14,000.

CHARMING TWO BEDROOM HOME, two baths, large living room with fireplace, patio, sun deck, garage. Lot size over an acre affording privacy and seclusion. This fine home is offered for sale completely and tastefully furnished at only \$27,500.

TRIPLEX—One bachelor apartment and two one-bedroom apartments. Air conditioned. Beautifully decorated. Large lot with room for more units. In Palm Highlands. First class hotel neighborhood.

Only \$22,500

THE PIONEER REALTY COMPANY OF PALM SPRINGS - 475 NORTH PALM CANYON DRIVE - PHONE 7366

SEE THE DESERT SUN CLASSIFIED PAGES FOR MANY OTHER REAL ESTATE LISTINGS



## What Goes on in Palm Valley

By DON CAMERON

You just can't keep former desert rats away—summer or winter. Bill Godlove, former tract manager of Palm Village, left this spring to take charge of the Betty Rogers Kitchen bakeries in Medford, Oregon. On July 4th, with Tommy Culverson, who operates the Medford Air service, he flew down to Desert Airpark in five hours and fifteen minutes with only one stop—at Bakersfield.

Accompanied by Connie Huffman and Edith Freeman, the boys made all the night spots in the Valley—then flew back late Monday. Herb Beatty, the builder, whose specialty is revamping cocktail lounges in the North 200 block on Palm Canyon drive, now has a new assignment. Angelo Potenza who recently purchased the Palm Village Inn from Doc Gurley, acquired the fittings and fixtures in the Blue Room and Circus Room at the Chi Chi. That's where Herb comes in. He's got a crew moving them and moving the whole deal out to Palm Village.

**WE'VE GOT SWELL** mail service in Palm Valley. Have had for ten years. Our mail is delivered every morning on Route No. 1, Indio, and the carrier who started on the route back in 1938, John Barton, is back with us for a week relieving Delpha Ferguson while he is vacationing. Stopped by to say hello—Roy Medby, former owner of the Limelight on his way to Idyllwild—Tom Luke, down from Big Bear—John Warburton with Jack Wilson—Emily Lasey with Mr. and Mrs. Frank Dailey and architect Bill Cody—Art Butler with Jean Orlebeck. Art says he'll be at the Del Tahquitz August 1st. Earl Love, well known photographer of a few years ago at the Desert Inn—Homer and Bee Gray. Homer has a ranch now near Coachella. I used to know him as a kid years ago in Catalina at his father's place, Zane Grey's. At Elly's—Bert and Viola Misner—the Clarence Hydes and Marjorie Hyde. Hal Horner, formerly of the Palm Springs Importing Company, now with Bohemian Distributors. Connie and Johnnie Devine, he has been very sick but is now well on the road to recovery.

**VISITING**—at the Bill Myers, Mrs. Myers' mother from San Ysidro, Mrs. Albert McCarter. At the Paul Kerstens—Paul's sister and her husband, Mr. and Mrs. Anton Tacke of Westwood. At the Oren Aulds—Mrs. Aulds' brother, George Peabody of Los Angeles. At the Ralph Piersons visiting her cousin Patty—Shirley Anderson of Grants Pass, Oregon. Vacationing—Off to Canada, Lorene Sherwood of the Desert Airpark and Mary Branch, secretary for Hank Gogerty. To Florida—Gayle Jones, daughter of C. Edward Jones of Del Sol Road, Rancho Mirage. In the Palm Springs Community hospital—Mrs. Anthony Dellarowe of San Jacinto road and we are happy to report that she is getting along well.

**BACK TO WORK** last Monday at the Rancho Mirage Tract Office our girl Friday, Bunny Steele after an appendectomy at the Coachella Valley hospital. A new subdivision is going in—just east of Palm Desert. John Harnish is starting his Rancho Panorama. The Riverside Engineering company is laying out the roads and lots this week.

## From Page One—MORE ABOUT Five Held...

Houghton, Hockenbary and members of the California Highway patrol went to the Arenas road address where the three were arrested. Harrison was picked up later on information gained from the first three nabbed and Hopkins was arrested the next day. The Mexican victims of the robbery said they had been held up before in a similar manner.



**BRIDE**—Barbara Lois Eder, who became the bride of Zachary Pitts of Palm Springs July 12 in Detroit. (Preston Sweet Studio.)

## Detroit Girl Becomes Bride Of Villager

Miss Barbara Lois Eder, daughter of Dr. and Mrs. Samuel Jay Eder, Detroit, became the bride of Zachary Pitts of Palm Springs and Sioux Falls, South Dakota, at impressive ceremonies July 12 in the Michigan Room of the Statler hotel in Detroit.

The room was converted into a floral-bedecked chapel for the occasion and the ceremony was read by Dr. Abram N. Hersman. A reception followed at the hotel afterwards.

The bride was attended by Mrs. Arthur Breslow, sister of the bridegroom, of Sioux Falls and the best man was Isadore Pitts, the bridegroom's brother.

Following the ceremony and reception the happy couple departed for a Bermuda honeymoon. They will make their home in Palm Springs in the Fall.

## County Red Cross Hears Reports of Flood Relief Work

The mass relief and rehabilitation program being carried out by the American Red Cross in Portland for thousands of northwest flood victims will last at least until late September, it was reported this week by two Riverside county men on duty with the Red Cross in the flood area.

O. W. Dahl, Pacific area general field representative whose home is Highgrove, said that the task of helping the thousands of flood sufferers reestablish themselves is one of tremendous scope. He reported that most of the emergency needs for clothing, food and shelter have been met by the agency at a cost of \$741,122 to date—including the \$2700 contributed by Riverside county people to the disaster fund.

Dahl wrote that the Columbia river is receding and the Red Cross is now beginning the long

## Money From County Budget to be Spent Along Many Lines

Riverside county's 1948-49 budget will be split more than a hundred different ways.

The preliminary budget, which was figured at \$10,640,545 last Thursday when the board of supervisors made a last minute cut of \$50,000, was divided into 14 funds, but money in some of the funds will be used for dozens of purposes.

**THE GENERAL FUND** is the biggest catch-all. Appropriations for almost any county purpose—including equipment and expenses for any of the county departments—will come out of the \$1,781,379 fund.

Only \$3,295,105 of the budget will come out of current taxes.

Although the general fund is the third largest, only \$536,813 of it will come from local taxes. The rest of the money in the fund includes a balance left over from last year and estimated subventions and grants from the state.

About \$37,000 of the property tax levy will come from the unsecured tax roll—taxes on moveable goods on rented property—and will not be figured in the proposed \$2.26 county tax rate. The rate is eight cents under the rate last year.

**BIGGEST PORTION** of the taxpayer's money—\$1.26 out of the \$2.26—will go toward salaries for county employees. The salary fund is the second largest—\$2,483,645.

The balance from last year and estimated grants from last year amount to \$3,155,149 in the welfare fund, most of the \$3,646,370 allocated.

Funds from the unappropriated reserve fund will be allocated by the board of supervisors for any unforeseen items that crop up in the different departments during the year.

The general reserve fund is similar to the capital fund of a corporation. It cannot be spent for any purpose except in case of an emergency like a fire, flood or earthquake.

**SUPERVISORS** expect county airports to take in \$10,000 for rent and services during the year, and so only \$35,940 of their \$45,940 will come from taxes. It is expected that the airports will be entirely self-supporting within a few years.

The \$57,125 item for bonds and interest on highway improvement goes to pay off highway bonds that were issued about 35 years ago and are not yet paid up.

**FOUR ITEMS** in the budget will not affect the tax rate at all.

The law library is entirely self-supporting. The good roads fund and the special road improvements fund go for the same purpose, but the good roads fund is collected from traffic fines and SRI money comes from the State gasoline tax. The special public health fund is an outright grant from the State under a new bill passed by the legislature this year.

Here's how the money's to be spent:

	Proposed Tax Rate	Budget Requirement
General Fund	\$ .3610	\$ 1,781,379
Salaries	1.2625	2,403,645
Salaries	1.2625	2,403,645
Welfare	.3419	3,646,370
Law Library		11,000
Employees		
Liability	.0174	25,000
Retirement Fund	.0814	143,500
Unappropriated		
Res.	.0762	123,000
General Reserve	.0527	400,000
Date Festival	.0088	74,020
Airports	.0260	45,940
Special Road Imp.		1,637,205
Good Roads Fund		130,000
Special		
Public H.F.		82,361
Highway		
Imp. B&I	.0300	57,125
Totals	92.26	\$10,640,545

range rehabilitation program. This will include rebuilding, repairing or refurbishing homes, providing clothing, medical care or other forms of aid where necessary.

Lyman Ham of La Sierra, a member of the county chapter staff, is still in charge of the principal warehouse in Portland from which emergency relief needs are filled. He said that about 6500 families, totaling more than 23,000 persons, have been aided. Some 1400 people, most of them from Vanport, are still being sheltered and fed on an island in the Willamette river. These people are expected to be moved into a Portland housing authority project in the near future, he said.

Trained disaster workers from Red Cross chapters all over the nation are now surveying the actual long-term aid needs of the 6633 families which have registered for Red Cross assistance, Dahl reported.

## The Desert Sun

Tuesday, July 13, 1948

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Owner and Publisher

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COLUMBIA NETWORK

## MONDAY THROUGH FRIDAY DAYTIME FEATURES

7:00—Morn. Headlines	11:00—2nd Mrs. Burton	2:30—Houseparty
7:02—Sundialers Club	11:15—Perry Mason	3:00—Meet the Missus
7:30—Bob Garred, news	11:30—Nora Drake	3:30—Arthur Godfrey
7:45—Fred Beck	11:45—Evelyn Winters	4:00—Hint Hunt
8:00—Music in Morning	12:00—Milton Charles	4:25—George Fisher
8:15—David Valle, news	12:15—Radio Oasis Ranch	4:30—Melody Caravan
8:30—Notes for the Day	12:30—K. Manning, news	4:30—(W) Democratic C
8:45—Rosemary	12:45—Vocal Line	4:45—Meet the Band
9:00—W. Warren, news	1:00—Luncheon Music	(M. W. F)
9:15—Aunt Jenny	1:20—World & Wall St.	4:45—Music by Martin
9:30—Helen Trent	1:30—Concert Master	(T. Th)
9:45—Our Gal Sunday	(M. W. F)	5:00—Front Page Fea.
10:00—Big Sister	1:30—Masterworks of	5:15—In the Spotlight
10:15—Ma Perkins	Music (T. Th)	5:25—Song of the Day
10:30—Young Dr. Malone	2:00—Music, Just Music	5:30—Chas. Collingwood
10:45—Guiding Light	2:15—Old Summer Time	5:45—Bob Garred News
2:30—House Party	2:55—U. P. News	5:55—Prelude to Eve.

## TUESDAY EVENING FEATURES

6:00—Cong. Phillips.
6:15—V. A. Reports
6:30—Democratic Conv.
8:00—Lowell Thomas News
8:15—Socialist Workers Party
8:30—Mr. & Mrs. North
9:00—Mystery Theatre
9:30—Rob't Q. Lewis
9:45—Softball
10:00—Chet Huntley News
10:15—Music for Party
11:25—U. P. News

## WEDNESDAY EVENING FEATURES

6:00—Your Song and Mine
6:30—Democratic Conv.
8:00—Lowell Thomas News
8:15—Treasury Bandstand
8:30—Dr. Christian
9:00—Capitol Cloak Rm.
9:30—Rob't Q. Lewis
9:45—Night Editor
10:00—Chet Huntley News
10:15—Music for Party
11:25—U. P. News

## THURSDAY EVENING FEATURES

6:00—Suspense
6:30—Crime Photog'her.
7:00—Playhouse
7:30—Doorway to Life
8:00—Lowell Thomas News
8:15—Treasury Bandstand
8:30—Mr. Keen
9:00—Dr. Standish
9:30—Rob't Q. Lewis
9:45—Night Editor
10:00—Chet Huntley News
10:15—Music for Party
11:25—U. P. News



## Rain Can Be Made Successfully, Flood Control Engineer Reports

Rainmakers who dropped dry ice into clouds last winter increased the total rainfall over the San Jacinto mountains, Chief Engineer Max Bookman of the County Flood Control district said last week.

Bookman told the Flood Control board that the rainmaking experiments were a "success." Lake Hemet's rainfall is usually 1.5 times greater than in the City of Hemet, Bookman said. Last year it was 2.14 times greater, so the dry ice apparently "did" increase the total rainfall over the mountains.

**LAST YEAR'S** winter was the driest "rainy season" since 1910, Bookman said. "The farmer who is suffering through the drought may not have felt benefits of the rain-making too greatly, but results of the experiments have been sufficiently satisfactory to the scientists to cause them to hope for greater success in the future." The idea that scientists could make rain by seeding the clouds with dry ice came as a "ray of hope" to the farmers, Bookman said.

**CALIFORNIA INSTITUTE** of Technology scientists felt that the cloud conditions over the San Jacinto mountains warranted rainmaking experiments, "though they were by no means sure of success."

A. L. Hannah of the Hemet Flying Service offered the use of his plane for the experiments. "If we don't get any rain, we won't have any crops to dust, so we are glad to do our part," Hannah said.

**BOOKMAN** said farmers offered to contribute toward the cost of the fuel and dry ice, and the scientists laid out a course of flight and offered advice as to possible successful methods.

Only about \$10 worth of dry ice—200 pounds—is needed for each trip, he said. The ice is crushed and small pellets are dropped at the rate of one pound per mile.

"It was mere chance" that scientists discovered the principle of rainmaking, Bookman said. Two men who were experimenting with formation of ice on aircraft during World War II happened onto the principle of rain-making.

**USING AN ORDINARY** home type freezer as a laboratory, they found that by blowing their breath into the freezer they could form an artificial "cloud."

On a hot summer day they placed some slabs of dry ice in the bottom of the box in order to maintain the required temperature. As the slabs were placed in the bottom of the box, the scientists noticed that a large number of tiny "rain" crystals dropped out of the cloud and sifted earthward through the clouds.

"**JUST A FEW** dry ice pellets are enough to start a chain reaction within the supercooled cloud, causing the formation of great quantities of snow crystals," Bookman said.

"In their descent earthward

## Scout Chiefs

### Budget and Executive Boards Plan Sessions

The budget committee of the Riverside county council, Boy Scouts of America, will meet at 8:00 p.m., tomorrow, at Scout headquarters, 3388 7th street, in Riverside, under the leadership of Harry B. Wells, council finance chairman, to plan the preliminary 1949 budget for the Scout Council. The executive board of the Riverside County Council, Boy Scouts of America, will meet at 7:30 p.m., July 26, to approve the 1949 budget of the county council. John E. Jones, president, will preside. Calvin McCray, deputy regional Scout executive, will attend both meetings July 14 and 26.

## Depot Burns

### Landmark at Indio Damaged by Flames

Fire razed the second story of the Southern Pacific Railroad station at Indio Sunday night and destroyed the personal belongings of more than a score of railroad men who used the second floor as a dormitory.

The two-story frontier landmark is located in the center of town. Observers noticed flames shooting out of the veranda where the men were billeted. All escaped without injury.

## They Lrk Him

### Constable Duffy Doesn't Like Dead Drunks

Constable Fred Duffy is getting so he doesn't like people who drink too much. They cause him a lot of trouble covering the Palm Springs township. For instance: Last week end someone reported that they had seen a man lying on Highway 111 near the Southern Pacific depot, eight miles north of town. It being in Duffy's bailiwick, he went out and brought in the man who wasn't dead, just dead drunk.

Hardly had his motor cooled after this trip than another call came, this one from Cathedral City, six miles the other way from town. This time it was a drunk Indian who was bothering people in the neighborhood.

"Almost 30 miles of driving in the heat of the day just because they overestimated their capacity to hold liquor," he grumbled. these snow crystals encounter warmer air and turn to rain."

More effective results over the San Jacinto mountains could be obtained if a special plane were available and properly equipped, Bookman said.

# Sports

## Mexican Colony Upsets PSE and Goes into First Place Tie; Fast Games Feature Play at Field Club

There was plenty of baseball at the Field Club Thursday and Friday night with an upset recorded when they favored Palm Springs Electric bowed to the Mexican Colony and a stiff battle which broke a tie in the Boys' league, the Chuckwallas going to the top.

Things started in a slugging fashion Thursday night when the Globe Trotters downed the Desert Stars 3 to 2 to draw into a tie for first place.

**STAR OF THE GAME** was Ruth Davis of the Globe Trotters who socked two homers, one in the first with two on which gave her team a long lead in the game. The victory put the Stars and Trotters on an even basis in the league.

The score: R H E  
Desert Stars 100103—5 7 4  
Globe Trotters 44222x—14 13 4  
Barbara Santa Cruz and Florence Montoya; Sammie Boyd and Ida May Batt.

**IN THE SECOND GAME** Thursday the Mexican Colony upset the Palm Springs Electric and went into a tie for first place in the Desert League.

The Colony lads went on a batting rampage with Johnny Herrera, first baseman, socking three triples and a double in four trips to the plate. Sid Canales rapped out two singles and a double in four times up. Even Frank Prieto got into the spirit of the thing and socked one for four bases as well as keeping his opponents hits well scattered while pitching. The PSE's went into the game with a patched-up line-up owing to the absence of several of their players but that doesn't detract a bit from the Mexican Colony's well-deserved victory.

The score: R H E  
P. S. Electric 011004—6 11 6  
Mexican Col. 420341x—14 13 2  
Hubbs, Al Crossley and Sandeffer; Frank Prieto and Canales.

**ROADRUNNERS** and Chuckwallas went into their game Friday night tied for first place in the Boys' league when they were still tied at the end of the first half of the seventh when the score stood 11-11.

In their half of the seventh the Chuckwallas went to town and not only broke up the game but drew into the lead in the league.

Flores got on an error. Fuentes walked, then Rudy Martinez, the pitcher, won his own game with a long home run that scored three. Crawford and Bunton of the Roadrunners also socked home runs as the kids tried hard.

The score: R H E  
Roadrunners 0022214—11 11 5  
Chuckwallas 2600123—14 14 5  
Bunton and Crawford; Martinez and Driskell.

**JUNIOR C. OF C.** took the American Legion into the second game Friday night and shoved the latter into the Desert League basement by winning 11 to 7.

Jim Nitch of the victors have an indication of what was going to happen when he poled one for four bases with the sacks loaded in the first inning. Bob Benish, Jaycee catcher, also sent one out of the lot.

The score: R H E  
Amer. Legion 0010420—7 10 3  
Junior C. of C. 641000x—11 9 3  
Takavera and Flowers; Carrell; Shaw, Kelly and Benish.

From Page One—MORE ABOUT

## Fred Duffy ...

seem to find the target. He only counted 105. Thompson blazed away for a 251.

Duffy contributed his \$5 to the pistol fund like a good sport with the comment:

"Had a lot of police business last night, was out late, must be I'm nervous, to shoot such a score."

**UP AT THE POLICE** station yesterday the secret came out. The boys had rigged one on Duffy.

The day before, before Duffy had appeared to be taken into the deal by Thompson, the latter and Johnson had been reloading shells.

Johnson took one of the new bullets he had just cast and said: "If I cut a piece off the end of this, it sure would shoot crooked."

That gave birth to the idea. Duffy is an excellent shot and has been ribbing the police about his prowess at the range. Now, police said, we'll get even.

**SO JOHNSON** whittled off a portion of the base of each of 30 bullets, Duffy was talked into the match and given the 30 fixed shells.

When he shot, the doctored pellets just lobbed to the left and the right. He was throwing curves.

"He could have shot around corners," said Johnson.

The match is in the bag to 105, the pistol fund has \$5 more—and Duffy has a surprise coming to him when this story is revealed.

**ACCIDENTS** come right out of the blue. Drive carefully, or the next one might hit you.

## Sponsors

### Three of 'Em Needed For Softball Teams

Bob Bennett yesterday issued an appeal for sponsors for three clubs in leagues now playing at the Field Club.

Two clubs in the Boys' league—the Roadrunners and Chuckwallas—are without sponsors and one in the Girls' league, the Mexican Chicks, need a sponsor. They need suits and playing paraphernalia, Bennett said. He added that it was good advertising for the sponsors.

Those wishing to offer to sponsor a team in the Girls' league are asked to get in touch with him and those desiring to aid the two Boys' league teams are urged to get in touch with Frank Partidge.

## Profitable

### Burro Is a Bully, Bully for the Burro

The burro may be a bully but he's a source of profit, too.

That's what Harry Oliver of 1000 Palms, he who writes, edits, and publishes the Desert Rat Scrap book, the only paper you can open in the wind, says.

Oliver was waving a nice check this week from the Ford Motor company, for a story he wrote for them about burros. The story was entitled: "The Burro Is a Bully."

Oliver says that's not what he generally calls a burro, however. During the war Oliver also capitalized on the burro. When the army wanted to erect beacons on the hills around here as it built its big base at the local airport, Oliver was called in.

He rounded up a band of burros and with these patient, albeit at times stubborn, animals he yanked the material to spots where the army wanted it. He claims that the story about his getting the job because he knew the hills so well is false. He got the job, he says, because he knew burros so well.

## Doc Stork

### He Keeps Community Hospital Staff on Jump

The week-end was a busy one at Community Hospital where they were put to high speed to keep up with Doc Stork Saturday and Sunday.

Three native Villagers will celebrate their birthdays on July 10 and one on July 11 as result of the traffic jam in the delivery room over the week end.

When the rush was over, doctors and nurses checked the following score:

**JULY 10—**  
To Mr. and Mrs. Walter Hornstein, a girl.  
To Mr. and Mrs. Louis Langstrom, a boy.

**JULY 11—**  
To Mr. and Mrs. James Chambers, Desert Hot Springs, a boy.

**JULY 11—**  
To Mr. and Mrs. Frank Carillo, a boy.

From Page One—MORE ABOUT

## Cement Mill ...

tacted chamber of commerce and city officials of surrounding towns. Cathedral City, Desert Hot Springs, Indio, Palm Desert and other areas adjacent to the city were adding their voice or protest to the cement mill proposal today.

**THERE WERE NO** protests at the original hearing on the zoning ordinance in June and the large delegation present today would see that any protests now to the ordinance asked by the Village were overcome by their protests against the cement mill. The plant which has aroused the city, is being planned, it is said, by a Texas oil man, S. A. Guiberson of Los Angeles. He owns land along Highway 111, extending into the mountains south of the road, south and east of the Southern Pacific depot. His land is near the second bridge on the highway going toward Banning.

**RESULTS** of today's hearing may not be available for a while but no matter what they are, the city intends to keep on battling the proposal.

Location of the mill because of the prevailing winds would be seriously detrimental to Palm Springs from a recreational and health standpoint, local leaders said.

## Races Tighten Up In All Leagues in Field Club Play

The Desert League tightened up during the first week's play in the second round with two teams tied for the top and two others within grabbing distance.

The Mexican Colony's upset win over the Palm Springs Electric Thursday night put them into a tie for first place in the loop.

In the Boys' league the Chuckwallas drew a game away from the Roadrunners and in the Girls' league the Globe Trotters bounced into a first place tie with the Desert Stars.

The standings as issued by Bob Bennett, recreation director, as of Friday night are:

DESERT LEAGUE	P. W. L. Pct.
Palm Springs Elec. 6 5 1 833	
Mexican Colony 6 5 1 833	
Desert Hot Springs 6 4 2 667	
Junior C. of C. 7 3 4 425	
White Sox 6 1 5 166	
American Legion 7 1 6 142	

BOYS' LEAGUE	P. W. L. Pct.
Chuckwallas 6 4 2 667	
Roadrunners 6 3 3 500	
Pete's Pioneers 6 2 4 333	

GIRLS' LEAGUE	P. W. L. Pct.
Desert Stars 5 3 2 600	
Globe Trotters 5 3 2 600	
Mexican Chicks 5 2 4 333	

## Mean Thief

### Steals Cooler from Car Of P. O. Employee

Somebody is driving along the highways of desert today, keeping cool at the expense of E. L. Waller of the local post office staff.

Waller reported to police this week that while his automobile was parked on Indian avenue near the post office, someone stole the car cooler which was attached to it.

## Realtor Taken

### George L. Schissler Laid to Last Rest

George L. Schissler, pioneer Coachella Valley realtor, was laid to rest last week in Coachella Valley cemetery, a spot he had often pointed out as one of the scenic spots of the desert.

Schissler succumbed at his summer home in Idyllwild last week from a heart attack. He had been in poor health for some time.

The pioneer realtor was well known in Palm Springs and had scores of friends here.

## Caught in Act

### Two Juveniles Nabbed Raiding Coke Machine

Two juveniles, one on parole from the county detention home and the other from Preston Industrial school, were in custody today while disposition of their cases was under study by local police.

The youths, one 14, the other 18, were arrested in the act of raiding the Coca Cola machine at Charley LaRue's service station at Amado and Palm Canyon drive. The money box had already been ripped off when police, attracted by the noise, investigated and nabbed the pair.

## HEADS & TAILS

By JOE LAURIE, Jr.



Ralph Branca, pitcher for the Brooklyn Dodgers, tells about a manager who had a great sense of humor. He turned to Ralph when his team was being beaten and said, "My pitchers don't have trouble with DiMaggio. They pretend they are going to strike him out and the poor sap believes them. Next thing you know, he hits the ball out of the park and has to run all the way around those bases in the hot sun!"

From January to May of this year Navy and Coast Guard crews destroyed 143 floating Japanese mines which had just reached the West Coast since the recent war.

PALM SPRINGS, CALIF.

Tuesday, July 13, 1948

The Desert Sun—5

From Page One—MORE ABOUT

## Phat ...

gentleman who said his name was A. Nonymous came in to report that he spotted a fire in a police car just ten feet from the fire station Sunday ... He wanted some information and, as he didn't need gasoline, passed up a service station and started into police headquarters to ask ... As he passed the police car parked there he noticed smoke curling from the front seat ... He ran into the fire station to tell them of the fire ... They thought he was kidding ... He ran into the police station ... They thought maybe he had been imbibing ... Then both firemen and policemen rushed out ... Sure enough, a nice little fire was going in the seat cushion ... The policemen yanked it out of the car, the firemen put it out ... And A. Nonymous was so excited he drove away without getting the information he wanted.

**IT'S NICE** to know that your efforts are being appreciated ... So this communication to The Sun is being passed on publicly to the police ... Mrs. Sophie Green, Villager away on vacation, came in with a form card from the police ... It informed her that her place was being checked and that everything there was o.k. while she was away ... "That's a real service ... I hope the Village appreciates all the little things the police are doing for them." ... As I said before, it's nice to have your efforts appreciated ... I, for instance, like those cards which say: "Your stuff was only half as lousy as usual yesterday."

**UNDERSTAND** that the ban on making records soon is going to be lifted by Casares Petrillo of the Musicians' Union ... I don't care if they don't lift it for a while ... They're making reprints of old numbers that I need to fill in the chinks in my collections now because they can't make new numbers ... And I haven't heard many new numbers that get me excited ... But I wonder why "It's Magic" didn't get on the Hit Parade any higher than it did ... I think it is a good one ... This is the time of the year you have to keep your records lying flat or wedged into albums straight up and down tightly ... Otherwise, they look like an abandoned tortilla ... And probably sound the same.

**JUST BACK** from a ride through the traffic jungles of Los Angeles ... A ride, I said ... Mrs. G. did the driving while I lolled back ... Gave me an idea for a new invention ... A horn button for nervous passengers ... Then I could honk at will because there are times I think Mrs. G. should let them have it when she doesn't ... I hate to lean out of the window and say those things ... The light might suddenly change to red and there I'd be ... Speaking of lights, I think these new signs in what they call Scotch paint—I think that is the name, maybe it's Scotch Mist but I believe that is a drink, not a paint, except for the nose—anyway, these new signs which shine up

in the dark are swell ... Perhaps they should paint our new street signs in that paint ... See 'em at night, that way ... Only I hope they don't use that awful color, shocking pink, I think it is ... Anyway, it is shocking, all right ... Highways all over the southland are lined with them ... Should be a law ... Millard Sheets, noted artist, said the other day that southern California was all right and that he wouldn't live any place else but that southern California wasn't very artistic ... Perhaps he has been seeing those signs, too.

**FIRST COMPLETE** composition written in the new office of The Sun is hereby finished ... Right now I'm the only one working ... The cooler ain't ... Oh, for some of that cold, dismal dreary, coastal fog right now ... Hoping you are the same.

## FOR ADEQUATE LIGHT

A headlight bulb does not have to burn out entirely before its effectiveness is destroyed, although many motorists are under the impression that so long as a bulb will burn, it will do it well. Usage dims them and replacement from time to time is one way of assuring an adequate amount of light.

Motorists should also check the stoplight no wand then. If the ammeter hand flickers when the break pedal is jabbed, the light is working.

Albert Mediano was arrested on Highway 111 Sunday and booked on a charge of driving while intoxicated.

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<b>BEAUTY PARLOR</b>  <b>Alta Lee BEAUTY SHOP</b> Personality Hair Cutting Specialists in Hair Dyeing Permanent Waves from \$7.50 All Branches of Beauty Service Expertly Done Helene Curtis Cold-Wave Permanents 215 S. Indian Ave "Open All Summer" PHONE 7195	<b>CARPENTERS</b>  <b>If You Need CARPENTERS</b> <b>D. S. BECKER</b> Business Representative of Local 1046 Palm Springs U. B. of C. & J. of A. Affiliated With Building and Construction Trades Council California State Council of Carpenters California State Federation of Labor Dial 2721—Ask for 1544 Between 8 A. M. and 10 A. M. 531 Plumley Street CATHEDRAL CITY	<b>McLaughlin Electric</b> <b>ELECTRICAL CONTRACTING REFRIGERATORS AND RANGES</b> Residential - Commercial Industrial Wiring 190 North Indian Ave. Phone 6206	<b>FLOOR SAFES</b>  <b>JOHN J. ALLEN</b> <b>De Luxe Floor Safe Co.</b> Every Home and Business Safe Protection from Fire—Theft Models from \$70 FOB Factory 198 W. 5th Street DESERT HOT SPRINGS	<b>FOOD</b>  <b>Bill Ude's</b> Dinners - Cocktails Serving Food That'll Make You Come Back for More!	<b>COOLERS</b>   <b>Air Coolers</b> Complete Servicing and Installation  <b>ALL MODELS</b> <b>BRUCE ELECTRIC SERVICE</b> 221 N. Indian Ave. Phone 2825  <b>PAVNY'S BUTANE AND TRAILER SUPPLY STORE</b> <b>UTILITY COOLERS</b> All Sizes New Pads - Copper Tubing Valves, etc. 1001 S. Palm Canyon Drive Phone 7342	<b>Builder's Supplies</b>  Clean Up, Fix Up, Paint Up  <b>Fuller Paints</b> <b>ALL YOUR PAINT NEEDS CAN BE SUPPLIED NOW</b>  <b>COMPLETE . . .</b> <b>Lumber and Builders' Supplies</b>  Planing Mill Rock and Sand Plant Stone and Tile Paints and Hardware  <b>Palm Springs Builders Supply Co.</b> Sunny Dunes Rd. Ph. 2107	<b>DRAFTING SERVICE</b>  <b>Complete Drafting Service</b> Take advantage of an experienced man who knows how to make the most of the natural charms of the desert. Furniture Interiors by  <b>H.W. Burns</b> Designer 370 W. Arenas Phone 3463	<b>BOWLING</b>  <b>BOWL... For Recreation</b> For Reservations Call 9029 <b>OPEN EVERY DAY</b> 6 P. M. to 12 <b>CLOSED SUNDAYS</b> (For the Summer) Soft Drinks - Ice Cold Beer 378 N. Palm Canyon Drive	<b>Try This Spot for Real Results</b>  <b>Builders' Supplies</b>  Clean Up, Fix Up, Paint Up  <b>Fuller Paints</b> <b>ALL YOUR PAINT NEEDS CAN BE SUPPLIED NOW</b>  <b>COMPLETE . . .</b> <b>Lumber and Builders' Supplies</b>  Planing Mill Rock and Sand Plant Stone and Tile Paints and Hardware  <b>Palm Springs Builders Supply Co.</b> Sunny Dunes Rd. Ph. 2107	<b>BUILDING SUPPLIES</b> "To Meet Your Every Need"  <b>DILL Lumber Co.</b> <b>JOHN M. WOOD, Mgr.</b> 679 So. Palm Canyon Dr. Phone 2758 and 2759

CONSULT THIS PAGE FOR ALL BUSINESS AND PROFESSIONAL SERVICES



## "I Rise to Remark"

By Congressman John Phillips

This is the lull between conventions. The Republican members of the Congress hurried away, to Philadelphia, after the all-night last session, and are now back in Washington, picking up loose ends. The Democratic members had the week here, to clean up their offices, and are now on the way to the city of brotherly love. I rise to remark that this designation worked out all right for the Republicans and I hope it will for the Democrats.

I give my crystal ball a passing grade, but not cum laude. It was Dewey, and it did turn out to be Warren, after a long discussion early Friday morning. Governor Dewey asked our Governor to come to his hotel room at 4 a.m. and assured him, if he would take the nomination for v.p., he would give Governor Warren something to do. It is not an inviting prospect for an active man, presently the administrator of one of the largest states, with greater problems and a bigger budget than most states, and many nations, to be asked to exchange that job for a seat on a rostrum, tapping on a desk with a little gavel (without a handle) and saying, "Does the Senator yield, and to whom?"

THE BELIEF HERE is that the commission of which former-president Hoover is the chairman, which is working on the reorganization of the government, will have some suggestions for making use of the ability and energy any vice-president is supposed to have, and which Earl Warren has in abundance. Any way, Governor Dewey, if he is elected, has promised to take his vice-president into the official cabinet family, and to put him to work. On that basis, and after prayerful thought and tramping the streets of Philadelphia from 7:30 a.m. until nearly 9 a.m., our Governor agreed to accept the nomination.

The current joke in the delegation is that the lieutenant governor of California, our friend Goodwin Knight, has approved the nominations at Philadelphia. Seriously, California is fortunate in having a man of his ability and experience ready to step into the Governor's office. Southern California will have an understanding friend in Sacramento.

THE DEMOCRATS now have their problems. My crystal ball lights up like a pin ball machine when the name Truman is mentioned as the nominee. I guess there is no doubt of that. Even the Southern "revolt" seems to be coming off. The battle will be for the vice-presidential nominee. There are people walking the streets of Washington right now, carrying placards asking for the nomination of Eleanor Roosevelt. This was also suggested by West-brook Pegler or John O'Donnell. I forget which, and by Clare Boothe Luce. Since the placard carriers are evidently commies, I would say the idea had wide endorsement. That would be something, wouldn't it?

Personally I think it could be Senator O'Mahoney. I doubt if Justice Douglas will give up a place on the Supreme Court with full retirement salary, for a political campaign, the result of which is somewhat doubtful. Those are the two mentioned here. General, now President, Eisenhower is only a hope; he has repeatedly said he would not accept.

WOULD YOU LIKE to try to figure the electoral votes, or is it too early for that? In 1944, Roosevelt and Truman had 432 electoral votes; Dewey and Bricker had 99, a total of 531. It requires 266 to elect.

Giving the Republican candidates the same states which counted up the 99 votes last time, and giving them both New York and California, the home states of the nominees, and giving them Pennsylvania, which has shown signs, in recent local elections, of going Republican this year, Mr. Dewey and Mr. Warren will have 206. To get the needed 60 electoral votes, they must get at least half of the following states, so you can figure it out for yourself: Massachusetts, 16; Illinois, 28; New Jersey, 16; Michigan, 19; Washington, 8; Montana, 8; Idaho, 4; New Hampshire, 4; Oregon, 6; Connecticut, 8; Minnesota, 11; total, 128. This leaves 22 states usually Democratic, for Mr. Truman and his partner to start with. It will hardly be a landslide, but straws are making the elephant feel pretty frisky.

It is utterly wrong and dangerous to talk of war as being inevitable—Clement Attlee, British prime minister.

## USED CARS

### CLEAN BUYS

1946 Mercury Sedan  
Radio and Heater  
1947 Packard Sedan  
Radio and Heater  
1946 Hudson Sedan  
Radio and Heater  
1946 Mercury Club Coupe  
Radio and Heater  
1947 Ford Sedan  
1940 Plymouth Coupe  
1942 Pontiac Town Sedan  
1941 Buick Sedan  
1939 Ford Tudor

Several Low Price  
Used Cars

## JENKINS MOTOR CO.

Your Friendly  
Lincoln-Mercury Dealer  
Phone 7556 Highway 99  
INDIO

## The Desert Sun CLASSIFIED ADS

Phone 2249

### RATES

PER LINE	One Time	Two Times	Four Times	One Month
	.30	.45	.80	1.60
LIBERAL DISCOUNT FOR PAYMENT IN ADVANCE.				
COUNT 26 LETTERS AND SPACES PER LINE . . . LARGE TYPE CHARGED AS 3 LINES.				
MINIMUM: 3 LINES.				
RATES BASED ON CONSECUTIVE ISSUES.				

### Personal 12

ALTERATIONS, professional dressmaking. Phone 8821 for appointment.

ALTERATIONS  
Men's and women's clothing.  
233 E. Amado Rd. Phone 5023.

### Miscellaneous Services 15

PORTABLE AND OFFICE  
TYPEWRITER RENTALS  
CAMPBELL, 156 S. Indian  
Opposite Post Office

MIMEOGRAPHING  
ADDRESSING—MAILING  
Credit Bureau—Phone 2738

### Moving—Storage 19

TELEPHONE  
2249 2240  
AND LET THE TRAINED  
ADVISOR WRITE YOUR  
CLASSIFIED ADS  
THE DESERT SUN  
174C (THE CENTER)

Local and Long Distance  
HAULING  
City Pick-up and Delivery  
PALM SPRINGS  
TRANSFER CO.  
Also TOPSOIL and TRASH  
Phone 4305, or P. O. Box 861

HOUSE MOVING  
Estimates Given  
Wright and Leonard  
P. O. Box 25, Palm Springs  
Phone 3803

MOVING—Border to Border—  
Coast to Coast. Fast insured  
van service. Will move you to  
or from Palm Springs, to any  
part of U.S. Lowest rates. No  
crating necessary. Free estimate,  
day or evening. Also  
monthly storage.  
VALLEY FURNITURE CO.  
Indio, Calif.  
Phone Coachella 83496

### Home Services 20

CESSPOOLS  
Phone 7766  
SAFARAY  
CONSTRUCTION AND  
CESSPOOL CO.  
TEX DRISKELL  
REFRIGERATION  
SALES AND SERVICE  
FOR  
COOLER REPAIR SERVICE  
PHONE 2828

### LEGAL NOTICES

#### NOTICE OF TRUSTEE'S SALE

No. 14596  
As Trustee under Deed of Trust made by John M. Tomasio and Josephine G. Tomasio, husband and wife, dated February 27, 1947, recorded April 15, 1947, in Book 812, Page 325 of Official Records of the Recorder's Office of Riverside County, California, securing among other things a promissory note for \$8000.00 in favor of Joseph E. Walsh and Gladys Walsh, husband and wife as joint tenants, the United Title Guaranty Company, a corporation on Friday, July 30, 1948, at 10:00 o'clock A. M. at the West entrance of the County Court House, in the City of Riverside, County of Riverside, State of California, will sell all right, title and interest conveyed to and now on said date held by said corporation under said Deed of Trust in the real property situate in the County of Riverside, State of California and described as follows:

The Westerly rectangular 100 feet of Lot 194 of CATHEDRAL CITY, as shown by Map on file in Book 13, pages 24, 25 and 26 of Maps, records of Riverside County, California.  
Said sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession or encumbrances to pay the balance of principal of said note, together with interest, due thereon, advances, if any, under the terms of said Deed of Trust, fees, charges and expenses of the Trustee and of trust created by said Deed or Transfer.  
The beneficiary under said Deed or Transfer by reason of a breach or default in the obligations secured thereby heretofore executed and delivered to the undersigned a written Declaration of Default and Demand for Sale, and written notice of breach and election to cause the undersigned to sell said property to satisfy said obligations, and thereafter on March 26, 1948, the undersigned caused said notice of breach and election to be recorded in Book 899 page 321 of Official Records in said Recorder's Office.

Witness the Corporate name and Corporate seal of said corporation, Trustee, by its officers thereunto duly authorized, this 6th day of July, 1948.

UNITED TITLE GUARANTY COMPANY  
By BEN H. LEWIS,  
President.  
Attest: R. O. LEWIS  
Secretary

(CORPORATE SEAL)  
Desert Sun July 6, 13, 20, 27, 1948.

### Home Services 20

ROOFING  
CONTRACTOR  
Estimates  
Cheerfully Given  
PERRY F. SANDERS  
Phone 7674

### Work Wanted 25

WANT POSITION as caretaker. Understand carpentry, plumbing, electric, pipework, etc. Also familiar with swimming pools. Capable of doing the work or supervision of it. Available about Sept. 15. Write H. M. Thompson, Box 263, Mountain Center, Calif., or phone evening Idyllwild 88719.

### Employment Offered 27

WANTED  
Bookkeepers for public accountant's office. Part time or full time. Men or women. For interview write File 16, c/o Desert Sun.

FOUNTAIN-LUNCH MAN. Some experience necessary. Write File T care Desert Sun.

TWENTY-SEVEN—  
WANTED: Housekeeper to live in and care for 6½ and 2-year-old children. No cooking. Starting in September. Write File 21, c/o Desert Sun.

### PACKERS WANTED

Experienced—Inexperienced—  
Orientals preferred  
Good starting salary  
Apply in person July 15-16-17 to Mr. Robertson, Bullocks', Palm Springs.

### Business Opportunities 30

HARDWARE STORE  
Opportunity to buy a going business in Palm Springs. Inventory plus fixtures. Approx. \$6500.

SENTINEL  
REALTY COMPANY  
Jack R. Williams—Pr. 2907  
315 N. Palm Canyon Dr.

HETZEL'S Cottage Court and  
Cocktail Lounge. Guerneville on the Russian River. 22 units, housekeeping and cottage rooms and home. ¾ acre with lawn, trees and flowers. Season just starting. Write owner only. Retiring. \$92,000. Terms if desired. Box 454, Guerneville, Calif.

HOME AND INCOME! Modern 5 room cabin, fireplace. 2, 1 bedroom cabins. All well insulated. Completely furnished. Lot has 240 ft. frontage. Combined with completely equipped trailer park, 40 spaces, 6 rustic sleeping cabins. Center of Village. Owner, Box 434, Phone 80431, IDYLLWILD.

FOR SALE: Best variety, hardware and general merchandise store in 29 Palms area. Living quarters. For information write Box 47, Joshua Tree, Calif.

TRUST DEED FOR SALE  
\$3500 paying 6% interest, well secured. Will discount \$500. Peter B. Sheptenko, 475 N. Palm Canyon Drive. Phone 7366 or 2814.

BIG BEAR LAKE  
Popular Cafe. Fully equipped. Seating capacity 60. FAST TURN OVER. In heart of town. Owner, PAT MURRY, The Totem Pole Cafe, Box 644, Phone Big Bear Lake 2336.

### Real Estate for Sale 35

2 bedroom house, \$2,200. Corner lot near Tamarisk \$2,100. Acreage near Smoke Tree, \$3,000. LOUISE VENER  
331 Amado Rd—Phone 5582  
"All Men Are Brothers"

FOR SALE—2 bedroom frame house, furnished, located in Palm Springs Trailer Village. \$2500. For further information phone 2144, ask for Charley Valentino.

IDYLLWILD: ½ acre near main road, excellent view, accessible all year. \$1500. Owner, C. D. Lytle, 1407 Valencia St., Los Angeles 15. Phone RI-0656.

3 bedrooms partly furnished. Venetian blinds. Lot 75x100. All fenced. Price \$16,500. Small down payment.  
WE NEED INCOME LISTINGS

EMMONS  
REALTY CO.  
238 So. State Highway  
Phone 7882

NEW unfurnished home, high class section. 3 bedrooms, 3 baths. Many attractive features, \$31,500.

MUNHOLLAND & CO.  
Home near Tamarisk. New. 2 bedrooms \$13,500.  
MUNHOLLAND & CO.  
431 N. Palm Canyon—Ph. 3673

R-3 LOT, 100x110, close in on major highway, \$5,750. Phone Mike Flavin, 2736.

NEW 3 room house. Corner E. El Portal and Jean Ave. \$3,500. Write File 15, c/o Desert Sun.

PALM CANYON DRIVE business lot, 62x300. Ideal for stores or units, \$9850. Lowest price on boulevard. Phone owner, 2844, Evenings, 3123.

R-4 LOT, approximately 110x140, near Lone Palm, \$11,500.00. Phone Harold Hicks office, 2736

160 ACRES on paved road. Apply at Western Ranch, one mile east of Wonder Palms.

### Real Estate for Sale 35

160 Acres on Highway, adjoins improved properties. \$225 per acre.  
MUNHOLLAND & CO.  
431 N. Palm Canyon—Ph. 3673

MOUNTAIN CABIN & GUEST HOUSE LOCATED IN NIGHTINGALE ONLY 27 MILES FROM PALM SPRINGS AT 4000 FEET ELEV. PALMS TO PINES HWY. INCLUDING 2½ ACRES OF GROUND WITH PLENTY OF PINION NUT SHADE TREES, ABUNDANCE OF WATER, SHOWER, TOILET, BUTANE LIGHTS AND STOVE, COMPLETELY FURNISHED ALSO LARGE GARAGE. SEE OWNER FOR APPOINTMENT, M. M. PAVNY, PHONE 7342.

CORNER residential lot. Paved streets. \$1,450. Terms. Rancho Mirage Corp. Associate Brokers  
DON CAMERON—  
ESTELLE EWART  
Phones: 1091 — 1112 — 1117

### DAVE ROSE OFFERS

5 RENTALS  
On one acre of ground in heart of Palm Springs. Not on Reservation. Surrounded by large homes. Bargain price, \$21,000, terms.

14 UNITS  
7 kitchens. New building. Nice furniture. Best rental location. Way below real value at \$75,000, terms.

NEW HOME  
\$11,250. Good location. 2 bedrooms. Easy terms.

CLOSE IN  
\$10,500. Small home on income lot. Terms.

3 BEDROOMS  
2 baths. Just finished. In high class neighborhood. Large garage. Brick patio. View windows. For quick sale. \$31,500, terms.

A LOT BARGAIN  
A lot on south end worth \$3750 for \$2750. Hurry!

FURNISHED DUPLEX  
Air conditioned, fenced, landscaped. Always rented. Large income. A steal at \$18,000, terms.

SOUTH END  
3 bedrooms, 2 baths, stall shower, lots of tile. New home. Tile roof. Nothing better in Palm Springs for \$18,500, terms.

PALM CANYON FRONTAGE  
Large lot, 300 ft. deep. Only \$9,850.  
For best buys in Real Estate see DAVE ROSE  
252 N. Palm Canyon Dr.  
Telephone 2844

NEW HOME for sale by owner. 3 bedrooms, 2 baths, stall shower, tile roof. ½ block from So. Palm Canyon Dr., near school. Asphalt tile on all floors. Colorful kitchen. A \$25,000 home for \$18,500, terms. Phone owner, 2844. Evenings, 3123.

FOR REAL VALUES in homes, furnished and unfurnished, consult  
ADOLPH ISRAEL  
Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

TWO LOTS, adjoining, 50x100 at La Quinta. Priced at \$400 each—cash. Maud C. Bliss, 110 W. Ida St., Electra, Texas.

\$37.50 PER ACRE  
Entire section 31, 3S, 5E. Borders city limits. Excellent industrial sites. Railroad siding. Col. R. A. Ellsworth, Palm Village, Indio 72792

Real Estate Wanted 37

LIST your property and business for sale—we get results.  
ADOLPH ISRAEL  
AND ASSOC.  
Real Estate Broker  
507 N. Palm Canyon  
Phone 2981

BUYERS WAITING!  
We want listings of business and income property, houses, lots, leases and rentals.  
PALM SPRINGS REALTY CO.  
260 N. Palm Canyon—Ph. 2832  
ERNEST GROSCHE, REALTOR and Associates

LISTINGS WANTED  
Income, homes and lots.  
H. H. POSTER ASSOC., INC.  
101 N. Palm Canyon Dr.  
Phone 3555

Business Rentals 38

OFFICE FOR RENT  
Private office in new air-conditioned building on Palm Canyon Drive, reasonable rent on yearly lease with telephone and receptionist service included. Secretarial service available. Call 5603.

SPACE IN CHIROPRACTOR'S OFFICE. 433 N. PALM CANYON DR.

GARAGE, welding shop, 4 room apartment in MIDWAY. \$75 monthly. Phone P. S. 4641 or write P. O. Box 1180.

### Wanted to Rent 39

WANTED—Apartment by year by permanent employed party. Write File 20, c/o Desert Sun.

### Apartment for Rent 43

ONE YEAR'S lease, furnished studio apartment, kitchenette and bath, \$85 per month. Phone 9076.

3 ROOM furnished apartment, air cooled. \$50 month until October. 435 E. Andreas Rd.

### PALM SPRINGS, CALIF.

Tuesday, July 13, 1948

### Apartment for Rent 43

GOING TO  
LOS ANGELES  
LET US HOUSE YOU!  
ALL LOCATIONS—PRICES

NANCY S. THOMAS  
REALTOR  
4281 BEVERLY BLVD.  
Normandy 6844 or 10408

MARGARITA MOTEL  
BANNING. 1551 W. Ramsey. New—just opened. Nice and Cool—real home accommodations. Reasonable daily or weekly rates.

NEW DE LUXE APARTMENT  
in center of town. Summer rate \$75 a month, year lease \$125 month. 475 N. Palm Canyon Drive.

FURNISHED 3 room apartment. One bedroom. Electric refrigerator and cooler. Low rent for summer months or will lease for year. 2011 No. Palm Canyon. Phone 4704.

BANNING. Completely furnished, air cooled. Couple only. Repplier—Hayloft. Call 2753.

FURNISHED singles and doubles. Children welcome. Yearly rates. Center town. Call 2957.

\$12.50 PER WEEK and up, modern single and double. Children okay. 296 So. Palm Canyon.

LARGE new apartment. \$50 per month. Very reasonable to permanent party. Phone 4489.

Houses for Rent 46

AVAILABLE IMMEDIATELY FOR YEAR OR SEASON  
NEWLY FURNISHED  
AIR COOLED  
3 bedrooms, 2 baths, electric range, linens, etc. Conveniently located—near schools. Reasonable rent on yearly lease. Call 5603.

MODERN 2 bedroom home. beautifully and completely furnished including linens, dishes and silver. Offering beautiful view of mountains and desert. Only \$200 month on year lease. Peter B. Sheptenko, 475 N. Palm Canyon Dr. Phone 7366 or 2814.

3 BEDROOM, 2 bath unfurnished home, near school. Annual lease \$2,100.00. Phone Harold Hicks office, 2736.

5 BEDROOM ranch home until October 15. Three miles west of Banning on Hiway 99. Grand View Ranch.

ONE YEAR'S lease, furnished house, 2 bedrooms, \$200 per month. Phone 9076.

FOR LEASE OR SALE until Sept. 30th. Adults only. Furnished home, large living room, two bedrooms, two car garage, lawn, flowers. In good residential section. \$150.00 per month. P. O. Box 117, Banning, Calif.

### Household Goods 50

SEWING MACHINES  
All types of electric machines now AVAILABLE from portables to deluxe cabinet models. For information and prices phone P.S. 3884 after 7 p.m. or see them at  
VALLEY FURNITURE CO.  
Hiway 99 1½ Miles S. Indio  
Phone 83496

MATTRESSES  
FACTORY CLOSE OUT OF High grade Innerspring mattresses and box springs at wholesale prices. ACT QUICK—THESE WON'T LAST LONG. Maher's Desert Furniture 1 mile north 99 Hiway Road to Desert Hot Springs.

CARPETS, tables, chairs, lamps, drapes, spreads, glazed steel sash with Venetian blind, cooler frame, garage doors. Phone 6351. 1652 Tamarisk.

BLEACHED mahogany glass top dinette set and Cold-Spot electric refrigerator. 372 S. Indian.

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### The Desert Sun—7

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See owner, W. M. Delano

Used Cars Wanted 71

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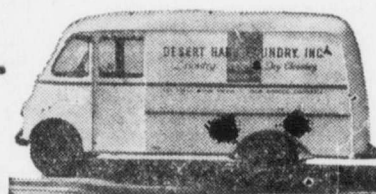
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